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The Marketing Concept: An Operating Philosophy For Businesses

By
Dr. Danny R. Arnold
and
Dr. Louis M. Capella

Businesses in the U.S. have faced a constantly changing environment in recent years. The 1970's, for example, were marked by increased environmental turbulence due to scarce resources. Most observers anticipate continued environmental change, perhaps at an even more rapid pace.

As more and more changes occur, environments become even more complex with new and different issues clamoring for attention. Some of these environmental issues merit immediate attention because solutions are needed immediately. Other issues, even though they may not involve imminent change, also deserve immediate attention because it can take several years to develop and implement appropriate solutions. Both the technological and legal environments provide examples of potentially far-reaching changes. Rapid technological progress, for example, is changing the way business is conducted and new developments in products, services, transportation and physical handling, production processes, office processes, and decision making occur almost daily. Also, the growing trend in the United States involving de-regulation of certain industries and increased regulation of others could impact many companies either directly or indirectly. Although no one can forecast the exact scenario, many firms could find themselves with the ability and need to derive revenue from a variety of new sources.

The search for improved methods of coping with both new and "old" environmental issues has lead managers to consider a variety of theories, techniques, and tools. The field of marketing has received increased attention from executives because of its promise of providing potentially useful methods for analyzing, understanding, and relating to environmental changes.

Despite the promise, however, the field of marketing can present major obstacles and pitfalls for the unwary manager. An unbridled rush to embrace the wealth of potentially useful marketing tools can lead to results ranging from mildly disappointing to severely damaging. These negative results occur primarily because of executives' tendency to view marketing as providing only short-run solutions. This view can cause marketing tools to be used in a disjointed or unorganized fashion. Doubling the advertising budget, for example, without due consideration of other key marketing strategy issues, can easily result in financial waste without corresponding benefits.

The key to achieving the full short-run and long-run benefits of marketing tools and concepts lies in understanding and adopting an appropriate marketing philosophy and culture. Marketing practitioners and scholars generally refer to the most widely accepted marketing philosophy as the **marketing concept.** The three major phases for adopting the marketing concept are:

1. Understand the marketing concept.
2. Analyze the scope and character of your firm's marketing culture.
3. Develop a program for adopting and implementing the marketing concept.

This article focuses on the first of these phases by defining and discussing the marketing concept.

Background Definitions

To truly become a practitioner of "marketing,"

"marketing management," and the "marketing concept," managers must fully understand the definition of each.

Marketing

One of the more prominent marketing scholars offers a widely accepted definition of **marketing:**

> "Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other."

According to this definition, a firm participates in the marketing process along with other organizations and consumers. The importance of this definition lies in establishing the base for defining what a firm can do to influence the outcome of their exchanges as part of the marketing process.

Marketing Management

Business organizations influence outcomes in the marketing process by practicing **marketing management.** Marketing management is:

> "...the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives."

Essentially, a marketing manager has the task of influencing the level, timing, and composition of demand in a way that helps the organization achieve its objectives. Marketing management can therefore involve more than just trying to increase demand. A marketing manager, for example, might need to try to shift demand from peak periods to other periods or even reduce demand when the firm has inadequate supplies of products.

Influencing demand calls for the development and implementation of marketing strategies. The three major components of a marketing strategy involve:

1. Analyzing and defining target markets.
2. Selecting a market position (relative to competition).
3. Developing a marketing mix.

Note that marketers view the marketing mix as consisting of those controllable factors that must be "mixed or blended" together to form what is offered to the customer. The major components of the marketing mix involve all aspects of: (1) product, (2) price, (3) distribution and servicing, and (4) promotion (including advertising, personal selling, sales promotion, and publicity).

Marketing Concept

Before looking at the definition of the **marketing concept,** it must be understood that the marketing concept is not a formula, process, or technique. Rather, it is an operating philosophy or a philosophy of doing business. As such, it can serve as an overall guide for formulating more specific objectives, strategies, policies, and procedures. Business organizations need a marketing philosophy to help assimilate and integrate the myriad of potential marketing tools to effectively compete in the changing environment.

The marketing concept holds:

> "...that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors."

The central idea of the marketing concept is fairly easy to understand and has been stated a variety of ways, such as:

"Find wants and fill them."
"Love the customer, not the product."
"The customer is always boss."

However, these catchy phrases obscure the key components of the marketing concept. Consider this definition of the marketing concept:

1. The marketing concept is a **customer orientation...**
2. ...backed by **integrated marketing...**
3. ...aimed at generating **customer satisfaction...**
4. ...as the key to satisfying **organizational goals.**

This definition demonstrates that there is much more to the marketing concept by highlighting its four basic cornerstones. Each merits further attention.

Customer orientation. One way to think of **customer orientation** involves comparing it with a selling orientation. Selling focuses on the needs of the seller,

while a true customer orientation focuses on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product or service into cash; a customer oriented from focuses on the idea of satisfying the needs of the customer by means of a product/service and the whole cluster of elements associated with creating, delivering, and finally consuming it. The overall key to helping ensure customer orientation is to look "outside the firm" to the customer for cues for decision making, rather than looking "inside the firm" to something like the product or sales volume.

Marketing executives can also move toward a true customer orientation by making sure that five key steps are addressed.

1. **Define the generic need.** The customer's generic need must be defined. A **generic need** can be described as the most basic reason an individual would desire a product--it essentially defines the nature of the basic satisfaction desired by the customer. Consider, for example, the following relationships:

PRODUCT	GENERIC NEED
Soap	Cleanliness
Air conditioner	Comfortable home climate
Fertilizer	Agricultural productivity
Automobile	Transportation

The key to defining the customers' generic need is to ask yourself the question "Why do customers buy my product(s)?" or "Why do customers patronize my store?"

2. **Define the target market(s).** Defining **target markets** is still a critically important activity for several reasons. First, no firm, has unlimited marketing resources. Consequently, **no firm can afford to focus its marketing efforts on everyone in its potential market (or service area).** Second, even if you had the resources to appeal to everyone in your area, everyone would not respond to your marketing efforts and many of your resources would be wasted. Just as everyone does not buy Coca-Cola, not everyone is a good candidate for acquiring any other product.

Business managers must therefore define the parameters or boundaries of their firm's market segments. Each separate segment should represent distinct groups of buyers who might require separate products and/or marketing mixes. Once market segments are defined and measured, managers should select target markets on the basis of their accessibility (you can serve the segment), substantiality (the segment is profitable), and actionability (effective marketing programs can be developed for each segment).

3. **Conduct consumer research.** You must also consider the individual consumers in those target markets (in fact, you might have to conduct some consumer research before you can define your target markets). Note that **market research** focuses on gaining knowledge regarding overall markets or market segments, such as how many consumers are in this segment and how much do they spend each year on various products; whereas, **consumer research** focuses on gaining an understanding of individual consumer behavior and decision making processes, including key influences.

Effective marketing programs cannot usually be developed without a thorough understanding of target consumers. You must address questions such as:

1. How do consumers view my firm, products, and services?
2. Why do consumers buy my products and services?
3. Why do consumers not buy my products and services?
4. What are the key decision making processes?
5. How can we influence the consumers' decision making process?

Note that simply asking consumers what they want or need now or in the future will not always provide the needed answer. Consumers may not be willing and/or able to respond accurately. For example, if you had asked consumers in 1970 whether they would want a heat pump during the 1980's, would you have been able to rely on the results? In summary, you must go further than a simple direct question--previous patterns and present trends must be analyzed to provide clues to the future.

4. **Produce a differential advantage.** Your offering must possess some **differential advantage** over its competition. Although it does not have to beat competitors on every point, it must beat the competition on at least one key point that is important to your target market. In addition, your differential advantage must be sustainable and defendable. Defining your differential advantage naturally requires a thorough analysis of your target customers, your product, and competing products.

When analyzing competition, remember to consider all relevant forms or levels of competition. For example, a firm that markets a chocolate candy bar faces competition from:

a. other brands of chocolate candy bars
b. other types of candy (i.e., licorice, gum drops)
c. other snack items (i.e., potato chips, soft drinks)

5. **Differentiate your offering.** To obtain the potential benefits of your differential advantage, you must make your offering different in the eyes of your customers. Ivory Soap, for example, floats in water and has a somewhat unique fragrance.

Integrated Marketing. The second cornerstone of the marketing concept involves **integrated marketing.** There are two major components of integrated marketing. The first component involves the concept that different functional areas or departments in a company should have the major responsibility for dealing with specific external constituencies (or groups). Certain individuals and departments, for example, are responsible for dealing with relevant governmental agencies, such as the Internal Revenue Service. Similarly, marketing should have the major responsibility for dealing with customers. Further, marketing should be responsible for providing major input to all decisions that could influence customers and their attitudes. Marketing should therefore serve as the link between customers and other business functions.

The second major component of integrated marketing involves the attitudes of all executives and employees. Essentially, all personnel should be marketing-oriented and customer-oriented. Although some may react somewhat negatively to this contention, consider some other attitudes you expect all personnel to possess. For example, all personnel are expected to be safety-conscious and fiscally conscious (by exercising appropriate cost control).

Although it may sound fairly simple, many companies apparently have quite a distance to traverse before achieving a true marketing and customer-orientation. Although it is quite likely in a given company that the marketing department and some of the top executives have the "right" orientation, many other individuals, including those who have to deal directly with customers, appear to have somewhat of an antagonistic attitude toward customers and toward marketing personnel. Otherwise good efforts can be easily destroyed by such attitudes.

Customer Satisfaction. The third cornerstone of the marketing concept involves delivering **customer satisfaction.** Customers purchase specific products and services because they anticipate satisfaction of a want or need. It can therefore help to view your offering as a "bundle of satisfaction" for the customer.

Beware of falling into a "product attribute" trap. Product attributes or features are important, **but only in that they provide consumer benefits.** In this sense, consumers acquire products only because of anticipated benefits. Consumers purchase security lights, for example, to obtain the benefits of safety or security, not just to have a well-illuminated yard or parking lot. Companies obtain a sustainable differential advantage by offering consumer benefits, not product features.

A related point overlooked by many marketers involves **reducing customer dissatisfaction.** Note that increasing the positive aspects of your offering does not necessarily reduce the negative aspects or "dissatisfiers." Despite a wealth of positive attributes, a product/service can be rejected by customers for seemingly minor negative points. Many people, for example, change banks because of dissatisfaction with their present bank, such as the result of rude or unsatisfactory treatment by a teller--few people change banks because of greater anticipated satisfaction from another bank.

Organizational Goals. The fourth cornerstone of the marketing concept involves your **organizational goals** particularly long term goals. Since the overall marketing concept is a philosophical concept, it provides the means for achieving long term goals relating to survival, profit, etc. Essentially, an effective marketing philosophy leads to or generates profits by fostering an effective interaction with consumers in the competitive environment. It also serves as a focus for integrating other functional goals, strategies, and activities. In summary, its external orientation serves as a basis for unifying a firm's competitive efforts and providing a sustainable advantage.

Competing Operating Philosophies

Whether stated or not, all organizations have some type of operating philosphy. Three of the major alternatives to the marketing concept are discussed here: production concept, product concept, and selling concept. The major pitfall of each concept is that they have an inward orientation and can cause the firm to lose its marketing and customer orientation. Thus, when they are used as philosophical guides, they should be viewed as competing with the marketing concept.

Note that adopting the marketing concept does not mean that a firm should abandon production, product, or selling. It does mean, however, that the degree of emphasis on any one or a combination of these areas should occur **within the parameters of the marketing concept.** In this sense, the production, product, and selling concepts should be viewed as a subset of the marketing concept.

The Production Concept

The **production concept** holds that consumers will favor those products that are widely available and low in cost. Under this guiding concept, managers must concentrate on achieving high production efficiency and wide distribution. If a firm like Pillsbury were to adopt the production concept, its guiding philosophy would be something like "Our mission is to mill as much flour as possible to lower unit costs."

Although the production concept can work in the short run, the major warning is **Don't forget your customers!** Their preferences can change rapidly. They may, for example, "suddenly" want higher quality products or products with different features. If concentration on production causes a firm to lose sight of the customer, the production concept becomes a major barrier to success and, perhaps, survival.

Although the production concept can lead to problems, the marketing concept does not preclude **emphasis** on production and can, in fact, call for emphasis on production. If your target customers favor low-cost, widely distributed products and services, for example, you should try to satisfy their needs by improving your production capabilities. Texas Instruments, for example, has used this marketing concept/production emphasis approach successfully, particularly with their small, hand-held calculators. Remember, however, that it was a successful short-run approach which did not work for other products (TI's personal computers) because consumer demand was different.

The Product Concepts

The **product concept** holds that consumers will favor those products that offer the most quality, performance, and features. Under this guiding concept, managers concentrate only on making good products and improving them over time. If a firm like Pillsbury were to adopt the product concept, it's guiding philosophy would be something like "Our mission is to mill the highest quality flour possible and produce the highest quality baking products."

Although this concept is too inward looking to serve as a guiding philosophy, the marketing concept can sometimes call for a product **orientation.** Again, however, trouble is likely to develop if executives lose sight of customers. Elgin National Watch Company illustrates this point. For many years Elgin enjoyed a reputation as one of America's finest watchmakers. Management, however, became so enamored with fine, traditionally styled watches that they failed to detect significant changes in consumer attitudes. Consumers began to prefer convenience, durability, and economy over superior timekeeping accuracy and a prestigious name. Sales fell when new channels arose (i.e., discounters) and competitors began to offer lower priced models. The moral of the story is "Don't fall for the 'better mousetrap' theory."

The Selling Concept

The **selling concept** holds that consumers, if left alone, will ordinarily not buy enough of the firm's products. Management would therefore focus their efforts strictly on an aggressive selling and promotion effort to stimulate demand. If a firm like Pillsbury were to adopt the selling concept, its guiding philosophy would be something like "Our mission is to overcome consumer buying inertia and resistance by improving our selling and promotion capabilities."

Selling is emphasized by firms offering products such as insurance, encyclopedias, and funeral plots. Firms with overcapacity (in a buyers market) also often resort to "hard-sell" approaches. Essentially, these firms have a product searching for a market. However, selling is only the top of the marketing iceberg. Peter Drucker states:

> "There will always, one can assume, be need for some selling. **But the aim of marketing is to make selling superfluous.** The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself..."

Selling must therefore be preceded by many other marketing activities.

Status of the Marketing Concept

You might be wondering by now just how many companies have adopted the marketing concept. Well...not many. Companies such as Procter and Gamble, IBM, General Foods, Kodak, and Caterpillar are among the few that stand out as master practitioners of the marketing concept. These companies focus on the customer, are organized to respond to changing customer needs, have well-staffed marketing departments, and all other departments accept the concept of consumer sovereignty. Essentially, each firm possesses a marketing culture that has deep roots in all departments and divisions.

Many firms mistakenly think that they practice marketing and the marketing concept because they have a marketing vice-president, product managers, sales force, advertising budgets, and so on. However, **most firms have not arrived at full marketing maturity.** Despite possessing marketing operations, they fail to see the big picture and, consequently, have difficulty adapting to changing consumer needs and changing competition.

Few firms have fully adopted and implemented the marketing concept. Many industries, however, are moving down the adoption process in a fairly predictable manner. Historically, emerging industries have typically employed a production concept at least until production processes became relatively fine-tuned. When more and more companies in an industry attain high production skills, some of the more progressive companies begin to seek other keys to success. These companies have most often moved from the production concept to the product concept. As other companies "catch up", the evolution continues on to the selling concept. When environmental conditions dictate, some will move on to embrace the marketing concept.

At this time, many firms appear to have moved past the production concept and are currently struggling to come to grips with the product and/or selling concepts. Although new products and improved selling techniques are needed, we feel that the current and anticipated environmental conditions warrant adoption and implementation of the marketing concept.

Summary and Conclusions

Business firms need something more than what is now practiced to effectively compete and adapt to the ever-changing environment. Long run survival and prosperity will be based on an individual firm's ability to establish and improve a competitive position. The marketing concept can help provide a long run perspective from which a company can successfully compete in the ever-changing marketplace.

Dr. Danny Arnold

Dr. Louis Capella

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Dr. Louis Capella is Director of Graduate Studies and Professor of Marketing in the Business College. Prior to coming to MSU, Dr. Capella taught at the University of Dayton in Dayton, Ohio. Although his time is split between advising graduate students and teaching, he has written several articles and books that have been accepted for publication. His most recent was a book, co-authored with Dr. Arnold and Dr. Garry Smith, titled **Strategic Retail Management.**

Both Drs. Arnold and Capella are presently engaged in research for Mississippi Power and Light Co.

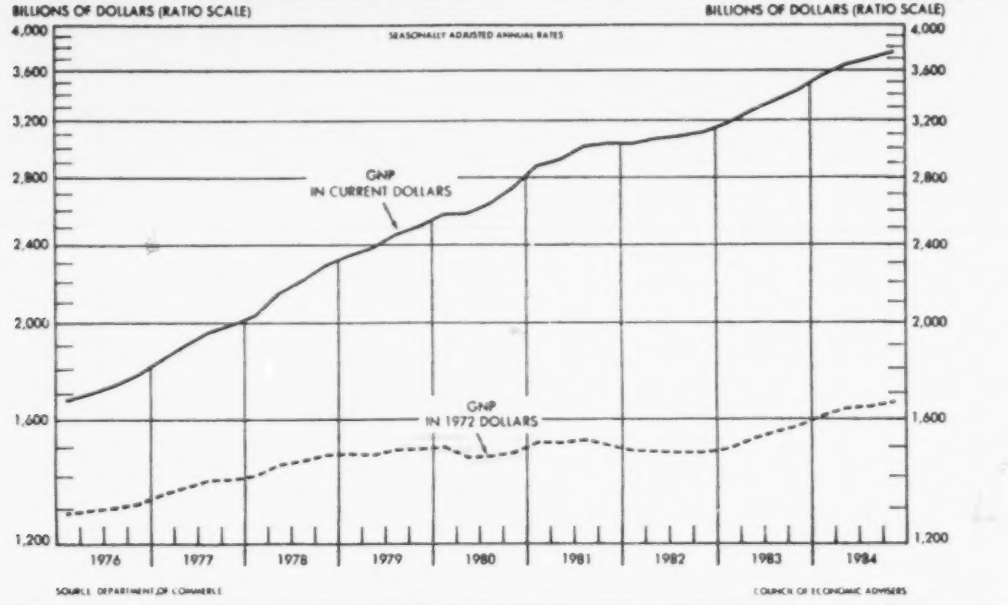
1984 Annual Crop Summary
Estimated Acreage, Yield and Production of Crops With 1983 Comparisons

CROP		ACRES PLANTED		ACRES HARVESTED		YIELD PER ACRE		PRODUCTION	
		1983	1984	1983	1984	1983	1984	1983	1984
		-Thousands-		-Thousands-		-Unit-		-Thousands-	
MISSISSIPPI									
Cotton Lint 2/	Lbs.	687	1,050	675	1,040	640	782	900	1,850
Cottonseed	Tons	–	–	–	–	–	–	335	819
Corn: All 1/		100	120	–	–	–	–	–	–
Grain	Bu.	–	–	55	70	64.0	70.0	3,520	4,900
Silage	Tons	–	–	40	43	12.0	13.0	480	559
Forage 3/	Tons	–	–	2	4	–	–	–	–
Soybeans: For Beans 1/	Bu.	3,200	3,300	3,100	3,200	19.0	24.0	58,900	76,800
Winter Wheat	Bu.	720	770	600	660	34.0	38.0	20,400	25,080
Rice: All 4/	Lbs.	162	195	161	190	4,000	4,350	6,440	8,265
Long Grain	Lbs.	162	195	161	190	4,000	4,350	6,440	8,265
Sorghum: All 1/		260	415	–	–	–	–	–	–
Grain 1/	Bu.	–	–	225	370	55.0	64.0	12,375	23,680
Silage	Tons	–	–	24	30	12.5	12.0	300	360
Forage 5/	Tons	–	–	6	7	–	–	–	–
Sweet potatoes	Cwt.	4.8	5.0	4.7	4.8	95	105	447	504
Hay: All	Tons	–	–	675	680	2.00	1.90	1,350	1,292
Peaches	Lbs.	–	–	–	–	–	–	4,000	5,000
Pecans: All	Lbs.	–	–	–	–	–	–	8,000	5,000
Improved	Lbs.	–	–	–	–	–	–	5,500	3,500
Seedling	Lbs.	–	–	–	–	–	–	2,500	1,500
UNITED STATES									
Cotton Lint 2/	Lbs.	7,926.3	11,145.5	7,347.5	10,460.5	508	610	7,771.4	13,291.8
Cottonseed	Tons	–	–	–	–	–	–	3,075.7	5,302.6
Corn: All 1/		80,217	80,394	59,597	79,636	–	–	–	–
Grain	Bu.	–	–	51,483	71,776	81.1	106.6	4,174,678	7,649,995
Silage	Tons	–	–	7,814	7,533	12.3	13.8	96,347	104,056
Forage 3/	Tons	–	–	300	327	–	–	–	–
Soybeans: For Beans 1/	Bu.	63,779	67,735	62,525	66,093	26.2	28.2	1,635,772	1,860,783
Oats	Bu.	20,289	12,364	9,072	8,123	52.6	58.1	476,961	471,921
Wheat, All	Bu.	76,419	79,213	61,390	66,928	39.4	38.8	2,419,824	2,595,479
Rice: All 4/	Lbs.	2,190	2,804	2,189	2,782	4,598	*4,928	99,720	*137,033
Long Grain	Lbs.	1,559	2,140	1,543	2,123	4,168	4,586	64,318	97,368
Medium Grain	Lbs.	514	560	511	557	5,360	5,833	27,388	32,490
Short Grain	Lbs.	117	104	115	102	6,969	*7,034	8,014	*7,175
Sorghum: All 1/		11,880	17,249	11,387	16,637	–	–	–	–
Grain	Bu.	–	–	10,001	15,348	48.7	56.4	487,521	865,856
Silage	Tons	–	–	639	609	10.3	10.8	6,572	6,472
Forage 5/	Tons	–	–	747	680	–	–	–	–
Irish Potatoes, All	Cwt.	1,272.1	1,336.7	1,242.5	1,300	269	278	333,911	361,648
Sweet potatoes	Cwt.	105.3	107.5	102.4	104.6	118	124	12,083	12,990
Peanuts 6/	Lbs.	1,411	1,560.4	1,373.5	1,517.5	2,399	2,918	3,295,530	4,427,400
Hay: All	Tons	–	–	59,717	61,585	2.36	2.45	140,784	150,781
Peaches 7/	Lbs.	–	–	–	–	–	–	1,855.300	2,643,800
Pecans: All	Lbs.	–	–	–	–	–	–	270,000	228,700
Improved	Lbs.	–	–	–	–	–	–	187,250	185,160
Seedling	Lbs.	–	–	–	–	–	–	102,750	63,540

1/ Acres planted for all purposes. 2/ Yield in pounds, production in 480-pound net weight bales. 3/ Includes corn hogged, grazed and that cut and fed without removing ears. 4/ Yield in pounds, production in 100-pound bags. 5/ Includes sorghum grazed and that cut and fed without removing head. 6/ Harvested for nuts. 7/ Production in million pounds. *Revised.

Gross National Product

According to preliminary estimates for the fourth quarter of 1984, gross national product (GNP) rose $57.9 billion or 6.4 percent, both at annual rates. Real GNP (GNP adjusted for price changes) rose 3.9 percent (annual rate) and the implicit price deflator, 2.4 percent (annual rate).



[Billions of current dollars; quarterly data at seasonally adjusted annual rates]

Period	Gross national product	Personal consumption expenditures	Gross private domestic investment	Exports and imports of goods and services			Government purchases of goods and services					Final sales
				Net exports	Exports	Imports	Total	Federal			State and local	
								Total	National defense	Non-defense		
1973	1,326.4	812.0	229.8	14.2	109.6	95.4	270.4	102.0	72.8	29.1	168.5	1,307.9
1974	1,434.2	888.1	228.7	13.4	146.2	132.8	304.1	111.0	77.0	33.9	193.1	1,420.1
1975	1,549.2	976.4	206.1	26.8	154.9	128.1	339.9	122.7	83.0	39.7	217.2	1,556.1
1976	1,718.0	1,084.3	257.9	13.8	170.9	157.1	362.1	129.2	86.0	43.2	232.9	1,706.2
1977	1,918.3	1,204.4	324.1	−4.0	182.7	186.7	393.8	143.4	92.8	50.6	250.4	1,895.3
1978	2,163.9	1,346.5	386.6	−1.1	218.7	219.8	431.9	153.6	100.3	53.3	278.3	2,137.4
1979	2,417.8	1,507.2	423.0	13.2	281.4	268.1	474.4	168.3	111.8	56.5	306.0	2,403.5
1980	2,631.7	1,668.1	401.9	23.9	338.8	314.8	537.8	197.0	131.2	65.9	340.8	2,641.5
1981	2,957.8	1,849.1	484.2	28.0	369.9	341.9	596.5	228.9	153.7	75.2	367.6	2,931.7
1982	3,069.3	1,984.9	414.9	19.0	348.4	329.4	650.5	258.9	179.5	79.4	391.5	3,095.4
1983	3,304.8	2,155.9	471.6	−8.3	336.2	344.4	685.5	269.7	200.5	69.3	415.8	3,318.3
1984 P	3,661.3	2,342.3	637.3	−66.3	363.7	429.9	748.0	295.5	221.5	74.0	452.4	3,604.4
1982: III	3,080.1	2,001.3	415.9	6.6	346.3	339.7	656.3	261.6	183.3	78.2	394.7	3,095.5
IV	3,109.6	2,046.1	376.2	6.3	321.7	315.4	681.0	279.4	191.0	88.4	401.6	3,170.8
1983: I	3,173.8	2,070.4	405.0	19.6	328.5	308.9	678.8	273.0	194.7	78.3	405.8	3,216.8
II	3,267.0	2,141.6	449.6	−6.5	328.1	334.5	682.2	270.5	199.3	71.3	411.6	3,286.4
III	3,346.6	2,181.4	491.9	−16.4	342.0	358.4	689.8	269.2	200.9	68.3	420.6	3,350.9
IV	3,431.7	2,230.2	540.0	−29.8	346.1	375.9	691.4	266.3	207.2	59.1	425.1	3,419.0
1984: I	3,553.3	2,276.5	623.8	−51.5	358.9	410.4	704.4	267.6	213.4	54.2	436.8	3,479.5
II	3,644.7	2,332.7	627.0	−58.7	362.4	421.1	743.7	296.4	220.8	75.6	447.4	3,594.1
III	3,694.6	2,361.4	662.8	−90.6	368.6	459.3	761.0	302.0	229.3	81.7	458.9	3,622.8
IV P	3,752.5	2,398.6	635.5	−64.3	364.7	429.0	782.7	316.1	231.4	84.6	466.6	3,721.4

Source: Department of Commerce, Bureau of Economic Analysis.

Producer Price Indexes
January, 1985

The Producer Price Index for Finished Goods showed no change on a seasonal adjusted basis from December to January, The Bureau of Labor Statistics of the U.S. Department of Labor reported. The index had risen modestly in both November and December. Intermediate material prices edged down 0.1 percent, the same as in December. Prices received by producers of crude goods dropped 2.2 percent, the largest monthly decrease in recent months.

Among finished goods, the index for energy goods fell considerably more than a month earlier, and food prices turned down following moderate advances in November and December. At the same time, however, the increase in the index for finished goods other than foods and energy accelerated to 0.6 percent; until now, this index had not climbed more than 0.3 percent in any month since last March. Substantial boosts in prices for motor vehicles and tobacco products accounted for much of the January advance in this index.

Percent changes from preceding month in selected stage-of-processing price indexes, seasonally adjusted*

Month	Finished goods			Intermediate goods			Crude goods		
	Total	Consumer foods	Other	Total	Foods and feeds 1/	Other	Total	Food- and feedstuffs	Other
1984									
Jan.	0.7	2.4	0.1	0.2	1.2	0.2	0.8	1.6	-0.1
Feb.	.3	.2	.3	.3	-1.6	.3	-1.8	-3.0	-.4
Mar.	.5	1.0	.4	.5	1.1	.5	2.1	3.7	.3
Apr.	0	-1.1	.4	.2	-.4	.2	-.5	-1.7	1.0
May	-.1	-.8	.1	.2	0	.3	-.9	-2.2	.6
June	0	0	0	.2	-.8	.2	-.6	-1.4	.2
July	.2	1.5	-.2	-.2	-1.6	-.1	.3	.9	-.4
Aug	-.2	-.3	-.2	-.2	-1.3	-.1	-1.2	-1.8	-.5
Sept.	0	-.1	0	-.1	-1.1	-.1	.1	.5	-.5
Oct.	0	.1	-.1	.1	-1.1	.1	-.8	-.8	-.8
Nov.	.3	.4	.3	.2	.5	.2	1.4	3.4	- .8
Dec.	.2	.6	0	-.1	-.2	-.1	-.1	.3	-.5
1985									
Jan.	0	-.6	.2	-.1	-1.4	0	-2.2	-2.4	-1.9

1 Intermediate materials for food manufacturing and animal feeds.

* Some of the figures shown above may differ from those previously reported because seasonal adjustment factors have been recalculated to reflect developments during 1984. In addition, data for September 1984 have been revised to reflect the availability of late reports and corrections by respondents.

SOURCE: U.S. Dept. of Labor, Bureau of Labor Statistics, Washington, D.C.

GENERAL FUND
Comparing July 1, 1984-January 31, 1985

	January 1985		January 1984
Sales Tax	$63,161,356	(1)	$58,916,646
Use & Wholesale Compensating Tax	7,519,532	(2)	10,275,053
Individual Income Tax	17,563,793		29,936,634
Corporate Tax	4,446,827		7,759,569
Tobacco Tax	2,718,262		2,197,093
ABC Division	3,289,388		3,584,969
Beer & Wine Tax	1,356,509		1,293,107
Oil Severance Tax	3,497,305		4,165,377
Estate Tax	1,508,428		446,732
Statewide Privilege Tax	179		113
Installment Loan Tax	135,604		348,527
Gas Severance Tax	2,680,575		1,500,000
Insurance Premium Tax	--		29,643
Auto Tag Fees	779,216		900,000
Auto Privilege Tax	608,553		675,151
Title Fees	106,036		97,896
Petroleum Tax	412,685		432,675
Admission Tax	13,999		17,356
Timber Severance Tax	—0—		—0—
Slot Vending Tax	266,030		231,559
Pulpwood Scaling Fees	7,730		7,086
Fire Marshal Fees	—0—		75
Freeport Warehouse Tax	—0—		—0—
Aircraft Registration Fees	328		106
Int. on Direct Deposits	27,975		63,830
Tax Commission Transfer to Gen. Fund	$110,100,310		$122,879,195
Tax Comm. Special Fund Transfers	63,439,681		50,474,088
Tax Commission Total Transfers	$173,539,991		$173,353,283

(1) 2% Discount allowed and not included-$683,845

(2) 2% Discount allowed and not included-$ 54,289

Tax Commission Cash Balance January 31, 1985 - $29,061,338

Tax Commission Cash Balance January 31, 1984 - $12,846,548

TRANSFERS
With July 1, 1983-January 31, 1984

7/1/84 to 1/31/84	7/1/83 to 1/31/85	Increase or Decrease over Prior Year	
		Amount	Percent
$377,793,564 (1)	$298,960,117	$78,833,447	26.37
51,186,892 (2)	59,778,817	(8,591,925)	(14.37)
134,340,548	154,576,069	(20,235,521)	(13.09)
91,156,557	49,751,143	41,405,414	83.23
17,476,262	16,973,508	502,754	2.96
17,119,800	17,817,843	(698,043)	(3.92)
13,001,792	12,776,754	225,038	1.76
28,121,840	27,593,737	528,103	1.91
6,309,665	4,395,005	1,914,660	43.56
388,674	387,920	754	0.19
1,829,336	1,610,662	218,674	13.58
15,859,183	16,860,075	(1,000,892)	(5.94)
25,748,238	23,557,626	2,190,612	9.30
2,872,877	3,286,680	(413,803)	(12.59)
2,312,315	2,423,029	(110,714)	(4.57)
754,165	745,219	8,946	1.20
3,112,142	3,069,195	42,947	1.40
205,908	243,413	(37,505)	(15.41)
—0—	43,569	(43,569)	——
283,033	274,500	8,533	3.11
59,577	68,963	(9,386)	(13.61)
113,603	112,326	1,277	1.14
170	130	40	30.77
693	765	(72)	(9.41)
201,737	391,147	(189,410)	(48.42)
$790,248,568	$695,698,211	$94,550,357	13.59
357,575,233	303,876,986	53,698,247	17.67
$1,147,823,801	$999,575,197	$148,248,604	14.83

(1) 2% Discount allowed and not included - $4,496,604

(2) 2% Discount allowed and not included - $343,242

Sales Indicated By Sales Tax Collections During January, 1985 - By County (000's)

Source: State Tax Commission

County	Total Sales Tax Collections	Indicated Sales	County	Total Sales Tax Collections	Indicated Sales
Adams	2,074	38,106	Hancock	731	13,370
Alcorn	1,086	19,917	Harrison	6,120	114,053
Amite	201	4,662	Hinds	15,454	298,896
Attala	513	9,109	Holmes	394	7,878
			Humphreys	310	6,600
Benton	77	1,474			
Bolivar	993	18,874	Issaquena	39	1,443
			Itawamba	312	5,999
Calhoun	338	6,429			
Carroll	103	1,837	Jackson	3,448	68,563
Chickasaw	448	6,453	Jasper	350	6,559
Choctaw	156	3,270	Jefferson	94	1,722
Claiborne	240	7,937	Jeff Davis	252	4,785
Clarke	285	5,898	Jones	3,032	55,848
Clay	495	9,390			
Coahoma	1,128	21,349	Kemper	158	3,182
Copiah	553	10,231			
Covington	533	9,841	Lafayette	977	17,232
			Lamar	622	11,418
DeSoto	1,261	23,755	Lauderdale	3,640	67,207
			Lawrence	200	3,929
Forrest	3,229	56,819	Leake	445	8,441
Franklin	127	2,739	Lee	3,401	64,357
			Leflore	1,506	28,206
George	315	5,815	Lincoln	1,773	21,668
Greene	128	2,599	Lowndes	2,539	47,015
Grenada	866	18,128			

County	Total Sales Tax Collections	Indicated Sales	County	Total Sales Tax Collections	Indicated Sales
Madison	1,653	32,304	Simpson	596	11,002
Marion	857	14,615	Smith	198	3,887
Marshall	525	9,731	Stone	233	4,093
Monroe	961	19,301	Sunflower	825	15,861
Montgomery	316	5,831			
			Tallahatchie	279	5,579
Neshoba	611	10,971	Tate	499	9,389
Newton	611	10,971	Tippah	456	8,141
Noxubee	206	3,832	Tishomingo	417	8,380
			Tunica	186	3,667
Oktibbeha	957	17,593			
			Union	576	10,945
Panola	746	13,817			
Pearl River	893	16,310	Walthall	246	4,838
Perry	168	2,950	Warren	1,886	34,778
Pike	1,531	28,023	Washington	2,606	48,561
Pontotoc	441	8,498	Wayne	530	9,692
Prentiss	536	9,930	Webster	237	5,861
			Wilkinson	243	4,990
Quitman	198	3,599	Winston	465	8,467
Rankin	2,505	48,989	Yalobusha	269	5,116
			Yazoo	796	16,087
Scott	635	12,053			
Sharkey	170	3,358			
			State Total	90,925	1,726,250

NEW AND EXPANDED INDUSTRY

Town Firm Product	No. of Employees
NEW	
Eupora	
Plymouth Tube Co. Hydraulic Tubing and tubing products	85
Paden	
Weatvaco Corp. Wood chips	15
EXPANDED	
Booneville	
Park Lane Furniture Living room furniture	100
Meridian	
DelcoRemy-Division of GM Automotive starters	640
Meridian	
Lockheed-Georgia Co. C-130 aircraft structures	250
Arco/Amarlite Aluminum ingot, shapes, anodizing	145
Amcast Aluminum die castings	120
Peavey Electronics Sound/recording equipment	1,115
Owens-Corning Insulation board	200
Lakeshore Studios Lampshades	14
Southern Cast Products Steel castings	32
E.F. Young, Mfg. Cosmetics	5
Pontotoc	
Action Industries Recliner chairs	150

Food Stamp Participation By County, January, 1985

SOURCE: State Welfare Department

County	Number of Households[2] (Average Allotment $135.06)	Number of Persons[3] (Average Allotment $43.67)	Coupon Value[4] (Average Per Meal $.49)
Adams	2,726	7,780	366,539
Alcorn	2,193	5,389	255,255
Amite	817	2,813	108,155
Attala	1,658	4,991	199,431
Benton	744	2,580	105,355
Bolivar	4,197	15,632	655,212
Calhoun	1,009	2,676	103,981
Carroll	803	2,271	89,716
Chickasaw	948	2,519	90,851
Choctaw	677	1,917	75,369
Claiborne	1,094	3,599	165,640
Clark	1,030	2,800	112,576
Clay	1,460	4,491	208,288
Coahoma	3,564	12,544	543,267
Copiah	1,797	5,674	245,533
Covington	1,144	3,757	154,342
DeSoto	1,829	6,036	244,671
Forrest	4,073	10,921	537,847
Franklin	793	2,184	98,861
George	1,103	3,311	151,783
Greene	951	2,857	133,080
Grenada	1,099	3,310	153,000
Hancock	1,838	5,097	247,129
Harrison	6,377	19,331	937,698
Hinds	13,684	40,709	1,973,109
Holmes	3,387	11,089	500,008
Humphreys	1,139	4,335	170,815
Issaquena	216	767	24,582
Itawamba	782	1,823	70,713
Jackson	4,716	14,942	762,322
Jasper	1,246	3,856	155,052
Jefferson	891	2,856	119,048
Jeff Davis	1,266	3,840	159,645
Jones	3,025	8,560	352,271
Kemper	730	2,411	97,121
Lafayette	1,035	3,002	116,050
Lamar	1,521	4,246	188,372
Lauderdale	3,908	11,569	529,681
Lawrence	817	2,323	94,589
Leake	1,718	4,755	206,160
Lee	2,040	5,320	227,755
Leflore	2,900	10,170	407,661
Lincoln	1,957	5,773	253,081
Lowndes	2,598	8,192	358,077
Madison	3,370	11,539	508,965
Marion	1,613	5,038	228,686
Marshall	2,898	9,615	411,322
Monroe	1,942	5,725	236,791
Montgomery	1,292	3,568	139,399
Neshoba	1,492	4,173	163,475
Newton	1,177	3,224	123,603
Noxubee	1,550	5,282	220,209
Oktibbeha	1,966	6,025	268,158
Panola	2,393	8,683	352,143
Pearl River	2,055	5,916	273,714
Perry	1,041	2,860	125,165
Pike	2,410	7,305	327,312
Pontotoc	1,044	2,491	96,588
Prentiss	1,194	3,016	119,640
Quitman	1,246	4,533	180,850
Rankin	1,878	5,520	239,151
Scott	1,571	4,740	196,423
Sharkey	858	3,371	123,125
Simpson	1,287	3,681	152,610
Smith	830	2,448	89,110
Stone	639	2,043	90,285
Sunflower	2,664	10,728	445,330
Tallahatchie	1,627	6,125	242,504
Tate	1,349	4,180	165,454
Tippah	1,322	3,623	149,666
Tishomingo	1,133	2,750	111,537
Tunica	1,240	4,570	183,212
Union	1,044	2,728	100,188
Walthall	1,179	3,957	168,965
Warren	3,004	8,775	428,450
Washington	5,976	20,725	934,033
Wayne	1,659	4,954	218,092
Webster	697	1,841	73,631
Wilkinson	1,090	3,346	139,435
Winston	1,696	4,914	203,034
Yalobusha	996	2,786	109,856
Yazoo	2,547	8,341	347,646
State Total	158,503	490,157	21,407,446

[1]Meals are on a state-wide basis and is computed on an average 30 day month and 3 meals per day for a total of 90 meals in one month.
[2]Average Allotment for Households is determined by dividing state total by number of state total of households.
[3]Average Allotment for Persons is determined by dividing state total by total number of person.
[4]Average per meal is determined by dividing the average allotment per person ($43.67) by total number of average meals a month (90)

Monthly Employment of Workers Covered Under the Mississippi Employment Security Law, By County, 1982 and 1983.

County	1982	% of State	% Change	1983	% of State	% Change
Adams	14,988	2.02	0.27	14,989	2.02	0.01
Alcorn	11,339	1.53	−2.43	11,511	1.60	1.52
Amite	1,894	0.3	−5.96	1,913	0.30	1.00
Attala	3,459	0.53	−7.57	4,045	0.50	16.94
Benton	787	0.1	−5.54	813	0.11	6.00
Bolivar	10,510	1.41	−5.57	10,641	1.43	1.25
Calhoun	3,217	0.43	−3.42	3,369	0.50	4.72
Carroll	830	0.11	−2.47	804	0.11	−3.13
Chickasaw	6,278	0.85	−7.58	7,287	1.00	16.07
Choctaw	1,605	0.22	−12.62	1,628	0.22	1.43
Claiborne	5,351	0.72	−11.85	5,121	0.70	−4.30
Clarke	4,234	0.57	−4.10	4,287	0.60	1.25
Clay	6,863	0.93	−2.87	6,781	0.91	−1.49
Coahoma	8,886	1.20	−6.87	5,732	1.20	−1.73
Copiah	5,687	0.77	−3.68	5,796	0.80	1.95
Covington	2,916	0.39	−12.17	2,996	0.40	2.81
DeSoto	10,532	1,42	−2.57	11,101	1.50	5.40
Forrest	25,320	3.41	−1.91	25,276	3.40	−0.17
Franklin	1,297	0.18	−1.97	1,493	0.20	15.11
George	3,243	0.44	35.92	2,289	0.31	−29.42
Greene	904	0.12	−18.41	995	0.13	10.07
Grenada	7,551	1.01	−2.48	7,775	1.10	2.97
Hancock	6,183	0.83	10.71	6,250	0.84	1.41
Harrison	43,565	5.87	2.43	44,562	6.00	2.31
Hinds	114,552	15.44	−1.28	114,903	15.50	0.31
Holmes	4,044	0.55	−6.06	4,107	0.60	1.56
Humphreys	2,453	0.40	0.99	2,901	0.40	18.26
Issaquena	235	0.03	−14.55	242	0.03	2.98
Itawamba	4,338	0.59	−4.91	4,805	0.70	10.77
Jackson	42,837	5.78	8.92	38,461	5.20	−10.22
Jasper	2,722	0.37	−3.27	2,625	0.35	−3.56
Jefferson	1,242	0.17	11.74	1,305	0.18	5.07
Jeff Davis	1,862	0.25	6.58	1,974	0.27	6.02
Jones	20,671	2.79	−3.61	19,978	2.69	−3.35
Kemper	1,185	0.16	−11.17	1,282	0.17	8.19
Lafayette	8,380	1.13	−2.89	8,525	1.15	1.73
Lamar	3,714	0.50	8.44	4,008	0.54	7.92
Lauderdale	24,585	3.31	−1.47	25,604	3.44	4.14
Lawrence	2,509	0.34	−3.80	2,627	0.35	4.70
Leake	3,858	0.52	0.03	3,945	0.53	2.26
Lee	28,156	3.80	−1.74	29,757	4.00	5.69
Leflore	12,834	1.71	−3.47	12,568	1.69	−0.80
Lincoln	7,338	0.99	1.68	7,189	0.97	−2.00
Lowndes	19,520	2.63	1.58	19,864	2.67	1.76
Madison	8,074	1.09	−2.81	8,380	1.12	3.54
Marion	6,175	0.83	−4.20	6,401	0.86	3.66
Marshall	4,684	0.63	−10.06	5,024	0.68	7.26
Monroe	10,680	1.44	−1.14	10,873	1.46	1.81
Montgomery	2,413	0.33	−7.26	2,340	0.31	−3.03
Neshoba	6,052	0.82	−1.81	6,378	0.86	5.36
Newton	4,615	0.62	−3.97	4,704	0.63	1.93
Noxubee	2,120	0.29	−7.18	2,265	0.30	6.84
Oktibbeha	10,332	1.39	−1.89	10,621	1.43	2.80
Panola	6,089	0.82	−6.8	6,722	0.90	10.76
Pearl River	6,084	0.82	−0.10	5,929	0.80	−2.55
Perry	1,753	0.24	0.86	3,793	0.51	116.37
Pike	9,556	1.29	−3.79	9,905	1.33	3.65
Pontotoc	4,507	0.61	−9.97	5,084	0.68	12.80
Prentiss	5,993	0.81	1.85	6,358	0.86	6.09
Quitman	2,261	0.31	−7.66	2,218	0.30	−1.99
Rankin	18,394	2.55	−1.95	19,638	2.64	6.76
Scott	7,650	1.03	−2.22	7,864	1.03	0.18
Sharkey	2,223	0.30	−7.43	2,493	0.33	12.15
Simpson	5,527	0.75	−2.13	5,660	0.76	2.41
Smith	3,065	0.41	−3.82	3,257	0.44	6.26
Stone	2,250	0.30	−13.73	2,123	0.29	−5.64
Sunflower	8,895	1.20	1.96	9,182	1.23	3.00
Tallahatchie	2,413	0.33	−7.73	2,353	0.32	−2.48
Tate	4,421	0.60	1.52	4,551	0.61	2.94
Tippah	5,473	0.74	−4.49	5,973	0.80	9.13
Tishomingo	6,462	0.87	0.57	5,297	0.71	−18.28
Tunica	1,914	0.26	−5.15	1,873	0.25	−2.14
Union	6,236	0.84	−5.77	6,250	0.84	0.22
Walthall	2,048	0.28	−0.18	1,917	0.25	−6.30
Warren	14,749	1.98	−1.53	14,678	1.97	−0.48
Washington	21,727	2.43	−8.01	21,640	2.91	−0.40
Wayne	3,861	0.52	−7.45	3,968	0.53	2.77
Webster	2,395	0.32	−4.42	2,261	0.30	−5.59
Wilkinson	2,122	0.29	−4.33	2,182	0.29	2.82
Winston	4,465	0.60	−4.36	4,492	0.60	0.60
Yalobusha	3,652	0.49	−26.50	3,790	0.51	3.77
Yazoo	6,108	0.82	−1.58	6,074	0.82	−0.55
Other	19,932	2.64	−37.48	12,118	1.63	−[illegible]
State Total	741,749		−3.34	343,460		0.23

STATE ECONOMIC INDICATORS

Indicator	Jan. 1985[1]	Dec. 1984[2]	Jan. 1984[3]	Per Cent One Month Ago[3]	Change One Year Ago[3]
EMPLOYMENT, EARNINGS AND HOURS[4]					
Total Employment	949,100	962,700	922,800	—1.4	2.9
Non-Ag Employment	831,900	843,300	801,000	—11.4	30.9
Mining	9,300	9,300	9,100	-0-	0.1
Contract Construction	8,500	8,500	8,400	-0-	0.2
Manufacturing	219,100	219,800	214,100	—0.7	5.0
Transportation and Public Utilities	39,200	39,700	38,000	—0.5	1.2
Wholesale and Retail Trade	179,100	185,700	167,600	—6.6	11.5
Finance, Insurance and Real Estate	34,400	34,500	33,300	—0.1	1.1
Service	126,200	127,400	123,600	—1.2	2.6
Government	188,800	188,700	182,500	0.1	6.3
Unemployment Rate (Per Cent Labor Force)	10.7	10.8	10.8	——	——
Average Weekly Earnings in Manufacturing (Dollars)	291.31	292.33	280.26	—0.3	3.9
Average Hourly Earnings in Manufacturing (Dollars)	7.14	7.13	6.92	0.1	3.2
Average Weekly Hours in Manufacturing	40.8	41.0	40.5	—0.5	0.7
PRODUCTION (000's)					
Petroleum Production					
Production of Crude Petroleum (bbls.)[5]	2,696	2,808	2,606	—3.7	3.5
Gasoline Delivered to Dealers (gals.)[6]	70,647	131,069	123,725	—46.1	—43.0
PUBLIC UTILITY					
Sales of Electricity (000's KWH)[7]	2,121,014	1,837,079	2,051,765	15.5	3.4
RETAIL SALES (000's)[8]	1,726,250	1,439,551	1,598,348	20.0	8.0

Indicator	Oct. 1984	Sept. 1984	Oct. 1983	Per Cent One Month Ago	Change One Year Ago
AGRICULTURE (000's)[9]					
Total Cash Receipts from Farm Marketings	324,503	117,081	475,503	177.2	—31.8
Cash Receipts from Marketing Livestock	80,824	81,135	89,226	—0.4	—9.4
Cash Receipts from Marketing Crops	243,679	35,926	386,254	578.3	—37.0

[1]Preliminary

[2]Revised

[3]Percent change calculated with revised figures; not comparable with previously published data.

[4]Mississippi Employment Security Commission

[5]State Oil and Gas Board for September

[6]Mississippi Motor Vehicle Comptroller

[7]Mississippi Power Company, Mississippi Power and Light Company and Tennessee Valley Authority.

[8]Mississippi Tax Commission

[9]U.S. Department of Agriculture

INDEXES OF SELECTED MISSISSIPPI ECONOMIC INDICATORS
[Seasonally Adjusted]
1969 = 100

Indicator	Jan. 1985	Dec. 1984	Jan. 1984
Retail Sales	170.9	165.4	168.0
Electric Sales	239.1	217.9	233.1
Gasoline Gallonage	82.8	165.3	146.4

BUSINESS ACTIVITY BY CITY

	City Sales Tax Collections			Building Permits		
	Current Month Jan.	PerCent Month Ago	Change Year Ago	Current Month Dec.	Month Ago	Year Ago
Aberdeen	62,690	13.6	—10.4	219,475	121,000	68,350
Baldwyn	26,232	8.9	—2.3	— —	— —	— —
Batesville	86,614	15.9	2.4	188,600	194,600	55,398
Bay Springs	32,528	9.3	20.5	— —	— —	— —
Bay St. Louis	82,222	18.4	—2.8	— —	— —	— —
Belmont	10,784	12.0	—23.8	— —	— —	— —
Belzoni	40,057	—2.3	28.5	17,000	7,000	7,000
Biloxi	421,667	16.0	2.7	3,797,255	17,794,900	4,958,048
Brandon	54,343	—13.2	—21.5	— —	1,466,900	205,000
Brookhaven	189,639	25.0	7.3	305,500	1,384,470	320,200
Brooksville	3,491	12.7	—19.3	— —	— —	— —
Canton	88,906	5.2	3.2	— —	— —	— —
Carthage	64,041	6.9	1.6	569,025	130,400	56,000
Charleston	23,309	—6.6	3.0	— —	— —	— —
Clarksdale	178,705	3.8	2.9	1,496,275	125,600	66,400
Cleveland	129,761	—7.5	1.0	— —	— —	— —
Collins	42,530	6.1	12.0	— —	— —	1,000,000
Columbia	140,837	22.4	3.3	— —	— —	— —
Columbus	391,087	16.2	7.0	150,465	337,216	388,582
Corinth	166,488	8.9	—0.3	41,700	670,476	67,000
Crystal Springs	31,446	17.1	—2.8	137,000	138,000	24,000
Drew	14,565	31.8	14.6	44,000	30,000	-0-
Edwards	5,146	63.6	—7.6	111,900	-0-	-0-
Ellisville	19,497	5.0	—24.7	— —	— —	— —
Eupora	26,957	25.1	0.6	— —	— —	— —
Fayette	13,449	20.6	8.4	— —	— —	— —
Forest	72,316	16.4	3.0	15,000	63,600	235,000
Greenville	401,113	17.6	3.2	70,207	45,300	92,075
Greenwood	231,395	20.9	9.8	222,000	309,915	1,881,826
Grenada	133,103	16.0	7.3	303,844	112,700	251,000
Gulfport	378,686	8.6	—6.6	1,791,018	1,081,812	1,121,646
Hattiesburg	574,366	21.1	—6.8	752,947	2,068,869	1,456,075
Hernando	32,224	6.2	—18.8	68,200	84,000	-0-
Hollandale	17,604	16.2	11.9	— —	— —	— —
Holly Springs	62,626	16.7	2.5	-0-	804,100	65,400
Houston	53,212	14.2	7.8	165,900	119,000	140,000
Indianola	94,912	18.4	24.9	— —	— —	— —
Iuka	39,894	16.6	5.8	— —	— —	— —
Jackson	2,449,193	24.7	6.5	10,562,027	9,193,428	8,071,185
Kosciusko	85,975	9.3	0.3	— —	— —	41,000
Laurel	457,580	25.6	6.5	722,250	467,564	663,612
Leland	26,900	5.8	10.3	-0-	22,700	19,500
Lexington	28,985	34.6	14.8	— —	— —	— —
Louisville	75,608	10.3	10.7	155,700	624,914	82,702
Lucedale	47,375	8.2	—3.0	647,100	5,000	51,500
Lumberton	13,524	9.4	—7.8	— —	— —	— —
Macon	21,034	12.4	—7.3	— —	— —	— —
Magee	74,092	32.3	7.8	— —	— —	— —
Magnolia	13,050	7.9	25.8	-0-	15,000	27,100
Marks	21,029	5.1	9.0	— —	— —	— —
McComb	208,045	17.7	5.8	189,100	412,000	159,925
Meadville	7,300	70.1	17.1	— —	— —	— —
Mendenhall	25,478	1.2	—9.9	170,072	30,000	122,300
Meridian	607,802	7.6	5.0	1,010,551	340,586	462,194
Monticello	24,898	7.0	0.7	— —	— —	80,000
Morton	26,248	3.1	—7.5	— —	— —	— —
Moss Point	74,216	—7.3	21.5	344,900	136,900	125,400
Natchez	331,774	11.8	—8.7	-0-	-0-	211,815
New Albany	95,360	17.2	7.1	271,334	142,200	97,570
Newton	36,082	5.8	2.8	71,000	167,000	49,000
Ocean Springs	89,515	—6.0	—12.4	— —	— —	— —
Okolona	19,813	20.0	—7.0	40,750	-0-	
Oxford	153,178	14.7	6.0	43,000	827,463	215,129
Pascagoula	234,761	—12.2	10.3	— —	— —	— —
Pass Christian	18,992	15.6	8.0	— —	— —	— —
Philadelphia	95,750	13.9	1.7	— —	— —	— —

BUSINESS ACTIVITY BY CITY

	City Sales Tax Collections			Building Permits		
	Current Month Jan.	PerCent Month Ago	Change Year Ago	Current Month Dec.	Month Ago	Year Ago
Picayune	127,614	7.7	—8.6	552,000	745,775	283,000
Pontotoc	65,334	16.8	4.9	——	——	——
Poplarville	22,056	3.5	13.6	——	——	31,500
Port Gibson	20,380	26.5	3.7	——	——	——
Prentiss	32,575	21.1	12.0	6,000	37,250	5,800
Quitman	34,169	16.1	—2.2	——	——	——
Raymond	6,066	4.1	—21.7	——	——	——
Richton	19,885	45.7	30.7	——	——	——
Rosedale	7,780	—18.9	—29.5	——	——	——
Ruleville	15,407	17.3	18.5	——	——	——
Sardis	18,108	—7.9	—22.3	-0-	35,000	-0-
Senatobia	78,359	20.9	3.7	70,700	133,000	345,000
Shelby	10,343	—14.8	—12.9	——	——	——
Starkville	151,161	3.3	3.0	1,492,000	165,000	531,000
Summit	16,535	21.3	11.0	——	——	——
Taylorsville	16,079	—1.6	8.5	——	——	——
Tchula	6,844	33.3	13.5	——	——	——
Tunica	22,734	5.2	—4.7	——	——	——
Tupelo	470,206	5.6	—10.9	614,206	3,303,167	2,022,144
Union	22,648	49.4	43.3	——	——	——
Utica	11,549	9.7	—8.7	——	——	——
Vicksburg	297,103	2.3	—4.9	1,492,090	287,560	253,760
Walnut Grove	2,409	97.6	39.2	——	——	——
Water Valley	33,323	16.4	—4.2	——	——	——
Waynesboro	75,906	18.7	5.2	——	-0-	36,500
West Point	77,136	12.2	—1.8	124,355	139,376	97,800
Wiggins	31,637	5.7	0.9	——	——	50,000
Winona	51,610	35.4	10.8	35,500	190,300	51,700
Yazoo City	111,358	4.8	5.3	56,000	280,000	21,000

STANDARD METROPOLITAN STATISTICAL AREAS

JACKSON [Hinds and Rankin Counties]	January 1985	December 1984	January 1984	Per Cent Month Ago	Change Year Ago
MANPOWER DATA					
Civilian Labor Force	177,500	179,400	170,200	—1.1	4.3
Unemployed Persons	12,800	12,100	13,200	4.1	—4.5
Per Cent of Labor Force	7.1	6.7	7.7	——	——
Employed Persons	164,900	167,300	157,000	—1.4	5.0
Non-Ag Wage & Salaries	142,500	144,600	134,800	—1.5	5.7
Manufacturing	21,200	21,500	20,800	—1.4	1.9
CITY SALES TAX COLLECTIONS	2,526,319	2,045,636	2,395,173	23.5	5.5

BILOXI-GULFPORT [Hancock, Harrison and Stone Counties]	January 1985	December 1984	January 1984	Per Cent Month Ago	Change Year Ago
MANPOWER DATA					
Civilian Labor Force	72,900	73,310	69,660	—0.6	4.7
Unemployed Persons	7,400	7,090	7,880	4.4	—6.1
Per Cent of Labor Force	10.2	9.7	11.3	——	——
Employed Persons	65,480	66,220	61,780	—1.1	6.0
Non-Ag Wage & Salaries	55,820	56,440	52,320	—1.1	6.7
Manufacturing	9,410	9,530	9,170	—1.3	2.6
CITY SALES TAX COLLECTIONS	819,345	726,815	833,657	12.4	—1.7